
AJINKYA HONRAO

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Digital Marketing Specialist

Summary

Dynamic digital marketing professional with 5+ years of experience. Currently working as digital marketing expert & team lead. My major role as Expert is working on digital marketing strategies, Implementation, Execution, brand positioning, & client consultation for digital activation. I handle a team of about 15 people. As a team lead my major role is analyzing, monitoring & improving the execution of campaigns. End to end brand management starting from branding, brand positioning, B2B & B2C lead generation & brand engagement.

Work Experience

Dec-2016 - Current

Digital Marketing Expert - Team Lead

AM Infoweb PVT. LTD, Pune

- Lead generation campaign B2B and B2C for entire USA, UK, Europe & India.
- Managing day-to-day digital marketing programs, campaigns and processes including budgeting, forecasting, accruals and responsible handling a budget greater than 3million.
- B2B Lead Generation, Branding, Brand Positioning.
- B2C Mass Tort Lead Generation, Lawsuit Lead Generation
- Tracking in the development of digital marketing plans, programs and scope of services
- Developing a Strategy of digital media, email marketing, local search and campaign management
- Defining goals and KPI's for digital marketing, Reports, Matrix Driven.
Data driven decisions and insights
- Monitoring & managing the financial health of the digital marketing and campaign activities.
- Managing all digital marketing vendor relationships, contracts and negotiations.
- Identify new opportunities to grow business
- Evaluating End-to-End customer experience across multiple channels and customer touch points
- Handling the social media marketing promotion, engagement and conversion strategies that drive brand-awareness & leads on the following platforms: Instagram, YouTube, LinkedIn, Twitter, Facebook and etc.
- Planning & Execution for lead generating and brand promotion
Analyzing market trends, user behavior and developing plan for effective customer engagement

July-2015 - Dec-2016

Digital Marketing Manager

Trivium Media Group, Pune

Develop digital strategies for clients. This spans all their digital marketing requirements including websites, SEO, social media, email marketing, campaigns and promotions, mobile, Digital Product launches etc.

- Strategic Consulting, Business plan & Creative Content Development.
- Work with clients to develop and strengthen their brand position and design strategies to increase reach to targeted audiences.
- Understand client requirements and design digital marketing campaigns accordingly.
- Develop multi-channel / integrated marketing campaigns in conjunction with the marketing team ensuring a customer-centric approach.
- Develop and manage the customer attraction and retention strategy.
- Lead the research, analysis, prioritization, development and execution of digital marketing campaigns and strategies to increase site traffic, and new customer acquisition initiatives.

- Understand tools, technologies and processes required to drive performance while executing marketing campaigns and proactively recommend adoption as appropriate.
- Promotion of our client over all major Social Media platforms to maximize their reach to target
- Developing strategies for increased traffic & more revenue streams.
- Creation and optimization of landing pages. Facebook & Social Media Post & Paid Campaign.

Jan-2013 - June-2015

Digital Marketing Executive

ITInfo Group - Web Training's Academy, Hyderabad

- Keyword Research, Analysis and tracking the most ROI based keywords for the specified product or services.
- Competitive Research Analysis and Reverse Engineering for branding and online reputation management purpose.
- Optimizing Title, Descriptions and Meta Tags. H tag and ALT tag creation for websites.
- Research and Development of ethical SEO Practices.
- Creating/uploading Robots file, XML Sitemap, Google webmaster code, Google Analytics code.
- Social Media Optimization using Facebook Fan Page, Twitter Handlers and other Social media platforms.
- Running Google Adwords Campaigns for specific keywords. Executing paid campaign for Facebook, LinkedIn.
- Content writing for Social media, blog posts.
- Monitoring email marketing campaigns.
- Forum Posting, Social Bookmarking, Question Answer Sites (Yahoo Answers), Press Release, Article Marketing.
- Tracking Rank of the Website on Google SERP.
- Identified value propositions and key messages for all of the company's marketing campaigns.
- Coordinated art and graphics creation for effective merchandising.

Courses & Certification

Nov-2014 - Nov-14

Advanced Digital Marketing Workshop

MS-ME: Ministry of Micro Small and Medium Enterprises

Two Days Full Time Workshop

Jan-2015 - May-2015

Digital Marketing Specialist

Web Training's

Advance Complete Digital Marketing Course

Jan-2015 - March-15

Search Engine Optimization

Wisdom Technologies

Complete Search Engine Optimization Course

Jan-2015 - Feb-2015

Web Designing

Info Logical Software Training & Development

Complete Web Designing Course

Sept-2016 - Sept-16

Digital Media Marketing

MGM's College of Journalism & Mass Communication

Two Days Digital Media Marketing Workshop

Sept-2016 - Sept-17

AdWords Display & Search Certification

Google

Certification From google

Sept-2016 - March-18

Analytics Certification

Google

Certification From google

Skills

Search Engine Optimization

Can prepare and SEO Strategy to achieve better conversions.
Keyword Research and Competition Analysis Skills
On page Optimization Off page Optimization
Link Building Strategies
Reporting and Rank Tracking

Google AdWords

PPC Campaigns management
Account Optimization by improving Quality Score
Conversion Tracking
Display Campaigns
Mobile Marketing
Video Marketing

Social Media

Facebook Marketing Strategies
Facebook Advertising
Twitter Marketing
Google+ Marketing
Video Marketing with YouTube
Managing Social Presence on Pinterest, Slide Share

Online Reputation Management

Can manage brand reputation by improving SERP for Branded Queries
Content analysis on Reviews and Complaint Websites
Can improve the positive reviews on Google+ and Facebook.

Digital Analytics

Implementing Google Analytics Tracking
Generating important reports for website
Tracking the conversions in site

WordPress

Ability to Create, Manage and Optimize WordPress Websites

Education

2015 - 2017

Master of Business Administration
Jaipur National University
Specialization - Marketing

2015 - 2017

Post Graduate Diploma in Business Administration
MIT School of Distance Education
Specialization - Marketing

2010 - 2013

BSc (Business Information Systems)
YCMOU
Specialization - Business Information Systems

2008 - 2010

Higher Secondary School Certificate Examination
Deogiri College, Aurangabad

Personal Information

Name	Ajinkya Honrao
Father's Name	Mr. Rajendra Honrao
DOB	1st June 1992
Gender	Male
Marital status	Single
Languages known	English, Hindi, Marathi
Local Address	Kalyani Nagar, Pune
Permanent Address	Jalna Road Aurangabad

Declaration

I strongly believe that hard work, determination and consistency are steps for success. I hereby declare that above mentioned information is true to the best of my knowledge.

Place: Pune

Ajinkya Honrao